

## **Arkansas Talk Business Poll**

### Methodology Statement

The Arkansas Talk Business Poll is a three round survey project, conducted by Constituent Dynamics in late August, September, and October.

Interviews for the first round were completed August 28-30, 2006. Public opinion was surveyed by telephone on key November general election races. Opinions were measured through the use of Interactive Voice Response (IVR) technology, also known as automated polling. Wherever practical, survey language mirrored the ballot, including the titles of currently held public offices, consistent with Arkansas law. The survey was professionally recorded by Roby Brock of Talk Business.

Each round involves 1,000 completed valid interviews, surveyed from a representative sample of registered voters. The target universe of registered voters was screened to identify likely voters through individual voting history. In general, the sample was limited to voters in two or more of the last four general elections (2002, 2003, 2004, 2005), with provision made for new registrants.

Raw interviews were matched back to the voter file to validate results. Interviews are discarded unless they correspond with the gender and age of the randomly selected voter, or another household member in the voter file that is also classified as a likely voter. Since demographic questions are asked at the end of the survey, partial interviews are likewise discarded since they cannot be matched back to the voter file.

Final survey results are weighted to accurately reflect the age, gender, and geographical distribution of Arkansas voters. The October round of the Arkansas Talk Business Poll will also adjust results based on the Voter Motivation Index, a self-reported voting likelihood indicator asked in each survey.

The overall margin of error for each round of this project is just over three percent. That is to say that only one time in twenty would you expect the result of surveying the entire population to vary by more than three percent from the estimates published in the Arkansas Talk Business Poll.